

Trumbull Education Channel
Strategy Session
December 8, 2011

2012 Strategic Initiatives

Objective: Enhance value of the Trumbull Education Channel by updating, upgrading and expanding technology, programming, staffing and community visibility.

Technology:

- Implement best and most cost effective technology
 - Increase bandwidth and signal quality within and between town and school facilities
 - Acquire professional quality video cameras and production equipment
 - Join THS studio renovation design team to assure new facility meets community needs
 - Implement VOD to make increase availability of town meetings
 - Develop live broadcast and Internet streaming capability

Staffing:

- Increase staffing to support planned programming, technical requirements and community outreach
 - Expand professional staff
 - Hire P/T Executive Director to lead business, operations and marketing
 - Add technical and programming expertise – 1-2 days/week
 - Upgrade training of volunteer videographers

Marketing:

- Create marketing plan to re-introduce the channel to current viewers and attract new viewers
- Fund and execute the plan under the direction of the Director

Relationship with THS:

- Recreate or establish relationship with key THS staff members
 - Assist in design of THS Studio renovation to assure the new studio meets the forecasted needs of the school, the schools' administration, the channel and the community
 - Update THS's Video Production curriculum to prepare students for career opportunities and college majors in video production
 - Update the THS video production courses with new curriculum and equipment to attract students to consider this career path
 - Acquire technology to permit distribution of morning announcements via Smartboards

Funding:

- Establish a 501(c)3 corporation to allow tax-exempt contributions
- Seek out new increased funding from existing and new sources
 - Pursue grants from public and private organizations
 - Initiate fundraising in Trumbull and beyond
 - Continue working with Charter and AT&T to gain greater support